

The Brother HL-4570CDW

versus HP Officejet Pro X551dw



The HL-4570CDW proves superior to the HP Officejet Pro X551dw, offering ...



- ✓ “Recommended” by BLI
- ✓ Faster tested speeds for mixed-file test suite
- ✓ Lower purchase price and greater flexibility
- ✓ Award-winning environmentally friendly design
- ✓ Better standard security than the HP model
- ✓ Brother iPrint&Scan includes support for more languages than HP’s app, plus compatibility with Windows phones

Certified “Highly Reliable” and “Recommended” by BLI



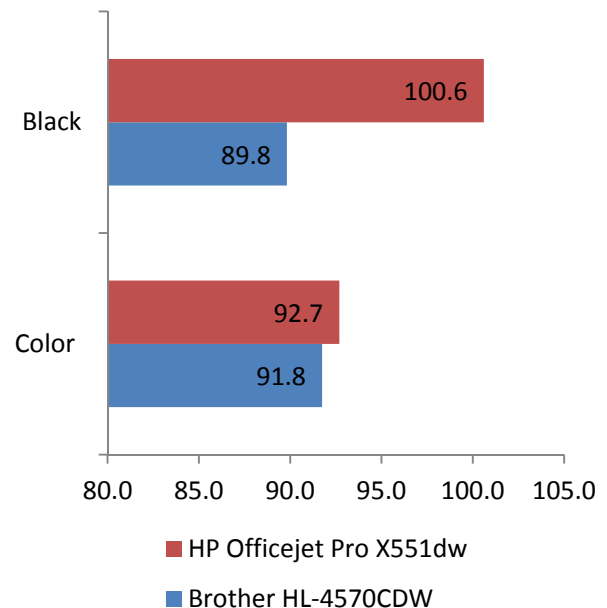
When subjected to BLI’s rigorous lab testing, the HL-4570CDW received BLI’s “Recommended” rating, demonstrating flawless reliability by producing 30,000 impressions without a single misfeed or required service. BLI technicians also praised this robust device as easy to set up and use. Other key strengths of the HL-4570CDW include standard wireless connectivity and standard automatic duplex printing.

Faster Speeds When You Need Them Most

In a typical office environment, it’s common for multiple users to send their print jobs at the same time. How a printer handles this complex workflow is a key indicator of real-world performance. When printing BLI’s mixed-file test suite, the Brother model was faster in black and color, so workers can get their printout and get back to work, while HP users are left waiting.

Data from BLI’s Lab Test Reports on both models. BLI’s job stream includes Word documents, Outlook e-mail messages, Excel spreadsheets, PowerPoint, HTML and Acrobat PDF files, totaling 19 pages. This test simulates the type of traffic a typical device might experience in a real-world, multi-user environment. All of the files are sent to the device as a group, at which time the stopwatch begins; timing ends when the last page of the last file exits the device. A lower number indicates faster performance.

Time to Print 19 Pages (Seconds)*



* This report includes data from Brother’s internal analysis as well as data sourced from Buyers Laboratory LLC (BLI), with written permission from BLI, the document imaging industry’s leading source of unbiased and reliable competitive intelligence. Test data was collected in BLI’s 10,000-square-foot lab in Hackensack, NJ or in Wokingham, UK, and published in BLI’s Lab Test Reports and Environmental Test Reports.

Brother HL-4570CDW: A Better Fit for Business

Greater Flexibility Means Better Productivity

In today’s fast-paced business environments, workers don’t want to waste time when they need their prints. Printing files from Flash drives is very common and while both devices support printing from a Flash drive, the HP model only supports PDF file formats, so if users want to print a different format, they’ll have to go in search of a different printer, wasting valuable time. Users of the Brother HL-4570CDW can quickly and easily print a variety of file types, including PDF, JPEG, PRN and TIFF. The HL-5470CDW also supports a wider range of paper weights through the bypass tray, meaning Brother users have greater flexibility in the

types of materials they can print, such as brochures on glossy paper.

Better Quality Prints Send the Right Message

BLI’s Lab Test Report on the HL-4570CDW notes that, “Production of closely spaced fine lines was above average, as was the consistency of line thickness; circles were fully formed and diagonal lines showed no evidence of stair-stepping.”

In contrast, BLI technicians noted that circles and diagonal lines printed by the Officejet Pro X551dw, “showed some evidence of breakup and stair-stepping.”

Compact Design for Easier Placement

The HL-4570CDW’s compact design has a 4% smaller footprint than the HP model, making it the ideal choice for environments where space is at a premium.

	Brother HL-4570CDW	HP Officejet Pro X551dw
Dimensions (HxWxD)	317 mm x 419 mm x 475 mm (199,025 mm ² on the desktop)	414 mm x 517 mm x 399 mm (206,283 mm ² on the desktop)

Get Better Security with the HL-4570CDW

Security Features Built for Business

Studies have shown a large percentage of documents sit, forgotten, in the printer output tray and ultimately end up in the recycling bin (or worse: in the trash!). Not only is it wasteful, but it can put sensitive information at risk. Daily workflows mean that confidential data, such as invoices and customer information, is moving between the desktop and the printer, so security is of the utmost importance. That’s why secure print is such a crucial feature for a business printer. With the HL-4570CDW’s secure printing, users have to enter their PIN at the control panel before pages are printed, reducing waste and safeguarding information. The Officejet Pro X551dw lacks secure print functionality entirely, increasing waste and the risk that sensitive information can end up in the wrong hands.

Key Security Features	Brother HL-4570CDW	HP Officejet Pro X551dw
Authentication via Department Codes	Yes	No
Number of Codes Available	25	Not applicable
Job logs (e.g., activity monitoring, compliance auditing)	Yes	No
MAC address filtering	Yes	No
802.1x wireless authentication	LEAP, PEAP, EAP-TLS, EAP-TTLS, EAP-FAST	LEAP, PEAP, EAP-TLS
Additional wireless security	WPA-PSK (TKIP/AES), WPA2-PSK (AES), WEP 64/128 bit	Pre-Shared Key Authentication for Wireless (PSK)

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Individualized Access and Usage Control

With Brother’s Secure Function Lock, administrators can set individual access restrictions to certain printer functions such as color printing. Monthly print volume allowances can also be set in order to further reduce running costs.

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MO1 Note to Brother: HP has access controls as well, however this can be used as a free-standing statement in the security section about your Secure Function Lock feature.

Marlene Orr, 8/28/2014

Brother Lets You Print “Green” (And Save Money)

Rated 5 Stars by BLI for Environmental Performance



Received a Higher Rating in BLI’s Energy Testing

When both devices were subjected to BLI’s environmental testing, the HL-4570CDW received the highest rating (5 out of 5 Stars) overall, while the HP Officejet Pro X551dw earned only 4 and 1/2 Stars overall. In addition to its lower than average projected annual energy consumption, the HL-4570CDW Series also features a faster than average recovery time from overnight sleep and above average tested toner yields for cyan and yellow, and impressions-per-gram yields for cyan, magenta and yellow. It includes an auto-color mode when printing, helping to save on paper usage and costs, and a variety of environmentally friendly features in the print driver, including N-up mode, toner-save mode, blank-page removal and a job review mode which helps to reduce paper and toner consumption.

	Brother HL-4570CDW	HP Officejet Pro X551dw
Overall Rating	★★★★★	★★★★☆
Energy Consumption And Costs	★★★★★	★★★★

Based on BLI lab testing. BLI’s environmental testing measures the energy consumed by document imaging products in all operating modes, as well as in energy-save, idle and sleep modes as configured for real-world office use. In addition to reporting on a range of environment-related features, such as runnability with various grades of recycled paper and toner yield, the reports include projected annual energy consumption and cost based on real-world usage scenarios for each product category.

Award-Winning Environmentally Friendly Design

During BLI’s real-world environmental job stream test, the 30-ppm Brother HL-4570 Series consumed a whopping 54 percent less energy than the competitive average at the time of testing, making it one of the most energy-efficient models and earning the device BLI’s “Outstanding Achievement” recognition.

“The HL-4570CDW Series fully deserves its five-star recognition in BLI’s Environmental Test Report, and would be an excellent choice for environmentally responsible offices. The unit has proven its worth as a highly reliable workhorse for small workgroups by offering them a variety of opportunities for meaningful energy savings.”

-- David Sweetnam, BLI’s head of research and lab services in Europe



Brother International Europe Ltd.

HL-4570CDW

Outstanding Achievement
in Energy Efficiency

Advanced printing for mobile workers



For workers on the go, printing important documents from mobile phones and tablets can be challenging. Brother iPrint&Scan is a free downloadable app for Android, Apple® iOS and Windows Phone devices that provides mobile printing and scanning functionality when linked with compatible Brother printers and MFPs.

Brother's iPrint&Scan app offers key advantages over HP, including a greater choice of languages, support for Windows phones and the ability to print via a Bluetooth connection. In fact, users must download different apps for different mobile devices (ePrint app for iOS and ePrint Home & Biz for Android). Even better, when working with MFPs on the network, the Brother app allows scanned documents to be emailed, saved to iCloud or stored on the mobile device; HP offers scanning only via the Home & Biz App for Android users.

BLI's evaluation praised Brother iPrint&Scan for being easy to download and install, offering support for Microsoft formats, a Google Drive storage feature and a file-sharing feature that allows document transfer between the workstation and mobile device.

	Brother iPrint&Scan App v 3.5	HP ePrint App	HP ePrint Home & Biz App
Client PC operating systems supported	iOS 5.0 or later Android 2.2 or later Windows Phone OS 7.0, 7.5, 8.0	iOS 4.2 or later	Android 2.1 or later Symbian OS
Languages supported	English, French, Italian, German, Spanish, Chinese (simplified & traditional), Danish, Dutch, Finnish, Japanese, Korean, Norwegian, Portuguese, Swedish	English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish	English, French, Italian, German, Spanish
Print from iOS devices	Yes: iPhone, iPad, iPod Touch	Yes: iPhone, iPad, iPod	No
Print from Android devices	Yes: Android, Kindle Fire	No	Yes
Print from Windows Mobile devices	Yes	No	No
What requirements does a printer/MFP need to meet to be compatible	Connection to a wireless network via Wi-Fi or Ethernet	Networked device and/or ePrint compatible device	HP ePrint-enabled
Print via Bluetooth connection	Yes	No	No
File formats supported for printing	Email (Android/Kindle Fire using a Gmail account only), png, ppt, pdf, jpg, tiff, txt, Word, Excel	bmp, docx, gif, pptx, pdf, jpg, tiff, txt, Word, Excel	pdf, jpg, tiff, txt, xps, Word, Excel
Scan directly to mobile device	Yes	No	Yes
Scan to e-mail using mobile device app	Yes	No	No
Scan to cloud repository using mobile device app	Yes	No	No
Files formats supported for scanning	pdf, jpeg	Not applicable	pdf, jpeg
Allows user to select/change scan attributes at mobile device	Yes	No	Yes

Key Specifications At-A-Glance

	Brother HL-4570CDW	HP Officejet Pro X551dw
Black/Color Speed (ppm)	28 / 28	42 / 42
Purchase Price (SRP)	€449	€504.19
Recommended Monthly Volume	750 to 4,000 impressions	1,000 to 4,200 impressions
Max Paper Size (WxL)	216 mm x 406 mm	216 mm x 356 mm
Bypass Capacity/Weights	50 sheets/60 to 163 gsm	50 sheets/60 to 120 gsm
Wireless interface	Standard	Standard